



# MATTRESS MANUFACTURERS

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## **Advertising** *Sample Services*

- **Trade Advertising**

How do I make my products and services better known to my customers?

How do I build my company's name and reputation despite heavy competition and without substantial spending?

What should my message be, and how can it be communicated effectively?

- **Trade Media**

What advertising vehicle(s) would most effectively and economically reach my target?

How often should I advertise to be effective? What are the media costs involved?

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## **Branding** *Sample Services*

- **Identity – Company**

My company needs an updated logo and a new slogan that better expresses who we are today. We really need a new image.

How do I integrate this new image into our advertising, point-of-sale materials and everything else we do?

- **Identity – Product**

We want help launching a new product line. It needs a unique name and logo, and a descriptive message we can promote at point of sale.

How do we write a press release on our new product that will get published and seen by our customers?

If we create identities for all of our product lines, will that help us market and promote them more successfully?

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## **Flammability Service & Compliance** *Sample Services*

**LMG is the acknowledged leader in all aspects of mattress flammability and compliance, and has developed specialized programs to help manufacturers comply with the 2007 federal regulation.**

- **1633 Compliance**

We know we're still not compliant with the new federal regulation. Can you help us?

## • FR/PRO<sup>2</sup>

**FR/PRO<sup>2</sup>** is the next generation of LMG's original **FR/PRO<sup>TM</sup> Prototyping Program**. A proprietary service, **FR/PRO<sup>2</sup>** helps mattress makers comply with the 1633 federal open-flame regulation, effective in 2007. The program has assisted hundreds of U.S. producers in understanding the standard and controlling the cost of compliance.

**FR/PRO<sup>2</sup>** offers the latest FR solutions developed by suppliers, which have been tested and qualified.

### **Key Benefits:**

- Manufacturers select FR solutions from a broad range of suppliers whose materials already have been tested and qualified.
  - LMG's prototypes cover virtually *any* mattress made today, giving producers complete flexibility in developing local lines.
  - Manufacturers can change FR solutions within the program without performing more confirmation burns.
  - The program delivers **Prototype Specifications, Reasonable Criteria, Burn-Test Documentation, FR Quality Assurance** and **Record-Keeping Guidance**, plus an easy-to-read **1633 Summary**.
  - **FR/PRO** has been reviewed by the **CPSC** and confirmed by **UL**.
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## • FR/PRO<sup>TM</sup> AUDIT

Our company worked on its own 1633 compliance program. We think we could pass a CPSC inspection, but we're not sure.

A confidential inspection program for mattress manufacturers, **FR/PRO<sup>TM</sup> AUDIT** delivers a private and professional assessment of 1633 compliance **in one day or less**. Producers can opt for a mock CPSC inspection (unannounced) or a planned visit.

### **Key Benefits**

- **FR/PRO AUDIT** covers **every aspect** of the 1633 regulation
- Includes **pre- and post-audit interviews** with your FR point person, plus a complete **Audit Report** with results and recommendations
- Audits include a **follow-up conference call** to discuss your report and answer questions

## Manufacturing *Sample Services*

**LMG has proven expertise in increasing factory efficiencies *and* profits for mattress manufacturers.**

- **Efficiencies**

We know our factories are inefficient and we're losing money. Can you evaluate our operation and tell us where we can improve?

Our productivity isn't what it should be. Can you help us train our factory personnel?

We have quilting operation issues and need an objective evaluation of our SKUs, machine utilization and materials handling.

What help can you give us with product flow thru and waste reduction? We also have major problems in the sewing department.

We're relocating our plant and could use help with planning and layout to maximize efficiency.

- **FACTORY SOLUTIONS.**

Mattress producers may not realize that their biggest hidden profits are right on their factory floors. LMG's **FACTORY Solutions™** Program was developed to reduce manufacturing inefficiencies, increase productivity and positively change a company's bottom line.

**Key Benefits**

- **FACTORY Solutions** uses LMG's years of mattress operations experience to address the four most critical areas where inefficiencies occur: **Quilting, Layout, Floor Operations** and **Materials**.
- Manufacturers may select one or all of the following services, or may request an initial, on-site visit to review any factory operation:
  - 1) **Quilting Evaluation**
    - SKU analysis
    - Quilt sub-assembly
    - Quilt patterns review
    - Machine utilization (location, changeover analysis, transition waste)
    - Material handling to reduce indirect labor
  - 2) **Layout Efficiency Evaluation**
    - Product flow thru factory
    - Reduced material handling, waste
    - Improve production processes
  - 3) **Factory Floor Evaluation**
    - Line load
    - Tape edge
    - Sewing operation (flanging, gussets, capping)
    - Staging, shipping
    - Worker knowledge and skills
  - 4) **Material Evaluation**
    - Work station analysis
    - Incoming raw materials
    - Component costs
    - SKU efficiency

- **Quality**

Our product quality is really hurting our business. We need a quality evaluation and probably a whole new quality program.

Does LMG conduct both factory QA evaluations and FR quality evaluations?

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## **Marketing** *Sample Services*

- **Business Strategy**

We've been losing market share and we can't seem to turn things around. Where do we go from here, besides out of business?

Our company is facing serious competitive pressures and losing floor placements. How do we stop the bleeding at retail?

Business is stable but stagnant. We need to reposition ourselves and our products based on what's happening in our market. Can you help us develop a marketing plan that will get us moving again?

- **Merchandising/Product**

We think we have a great new product concept, but we need help evaluating and developing it for market.

Do you perform price and profitability analyses?

Given how much our market has changed, we need to re-merchandise our product line. Do you help clients with that?

Our biggest challenge is coming up with retail strategies that are effective.

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## **News Coverage/PR**

- We'd like to get more exposure in trade publications, but we know much about writing a news release and getting it placed. Do you provide that service?
  - We're a small mattress producer, but we'd still like to get some publicity for our company in the trade papers. How do you develop relationships with the media? Can you help us create a PR program?
  - We recently had a factory accident and a worker was seriously injured. The local media called, but we panicked and wouldn't discuss the incident. The news story that followed made our company look bad. How can we stop this from happening again?
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## **Operations**

- We have serious issues with how our organization functions. Do your services include trouble-shooting and strategy development?
- We've used the same business systems for years, but they're not working anymore. We need to change how we operate so we can become more efficient and effective.
- Is management counsel part of your practice?

## **Product** *Sample Services*

- **Design**  
Do you provide new product evaluations? We'd like a third-party assessment of our product concept, as well as our pricing and marketing strategy.
  - **Planning**  
We have a new product and need help with market entry.  
  
Do you provide long-term product and step-up strategies for clients? We want to begin advance planning so we can be more competitive.
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## **Research** *Sample Services*

- **Trade**  
Our company has a product (or program) we think will interest dealers, but we'd like feedback from several key retailers before moving ahead. Can you research our concept for us?  
  
We're working on a strategic plan for the new fiscal year and need information on market and competitive dynamics.
  - **Consumer**  
We need to learn more about what mattress consumers want and to use the information to support our retail efforts. Do you conduct consumer focus groups and provide analysis and insights?
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## **Strategic Planning** *Sample Services*

- **Plan Development**  
We have never operated with a strategic plan, but we know the process could really impact our sales and profitability. Can you help us with development and execution?
  - **Trouble-shooting**  
Do your services include strategic analysis and problem-solving?
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**For more information, contact Lilly Management Group: 800.409.0976 or 630.377.2424**

ED LILLY, Partner  
Ext. 222 or [elilly@lillymanagement.com](mailto:elilly@lillymanagement.com)

SUSAN EBAUGH, Partner  
Ext. 227 or [sebaugh@lillymanagement.com](mailto:sebaugh@lillymanagement.com)

ROBERT SABALASKEY, Vice President, Manufacturing and Product Engineering  
Ext. 225 or [bsabalaskey@lillymanagement.com](mailto:bsabalaskey@lillymanagement.com)

DEBORAH SMITH, Director of Manufacturing and Quality Assurance  
Ext. 226 or [dsmith@lillymanagement.com](mailto:dsmith@lillymanagement.com)

